

THESIS SUMMARY

SUPERSTITIOUS BELIEF IN PURCHASING PROPERTY

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Despite the large impact that superstitious beliefs have on the marketplace, the author currently know very little about their implications for consumer judgment and decision making. The author document the existence of the influence of superstitious beliefs on consumer behavior and specify their conscious and nonconscious underlying properties. In particular, the author shows that superstitious beliefs have a robust influence on product satisfaction and decision making under risk. Using a qualitative method, the author further demonstrates the distinct conscious versus nonconscious components of the effect of superstition on decision making under risk.

There is a lot of superstitious belief phenomena occurred nowadays in Indonesia. Superstitious belief is something that traditionally owned by people who believe in taboos. Even though there is no reason that can explain why it can be, yet people still believe and consider it in each of their action.

There are numbers of superstitious beliefs phenomenon in real estate industry that people believe it holds a negative belief among real estate industry. People's superstitious belief towards property purchasement is strong to determine their purchase intention. Therefore, in this research, the author wants to investigate about whether or not the marketing strategies such as location and price and the superstitious belief that people held about buying property can affect

people's purchase intention towards it. This research is the replication research continuation from the original journal by Thomas Kramer and Lauren Block with the title of "Conscious and Non-conscious Components of Superstitious Beliefs in Judgment and Decision Making"

As the housing design wise cannot be prevented in most of the case, especially when the developer builds a vast complex of housing, superstition of housing model will appear in some corner of the complex. Property developer sometimes found difficulties in selling house which have superstitious belief in it. With this research the author wants to analyze whether or not marketing strategies can win upon the superstitious belief that people own towards property purchasement and in which condition the marketing strategies will overrule superstitious belief in purchasing property.

By conducting this replication research, the author aims to conclude the following objectives as follows:

1. To analyze the influence of marketing strategy towards superstitious belief in decision making of house and property purchase intention.
2. To determine Indonesian people's superstitious belief in purchasing house and property.
3. To determine when the marketing strategy can overrule the superstitious belief in purchasing property.

A house has an ability to protect the people who stay inside of it. House may also express the characteristics of the owner. The size, type, and location of the house may determine how wealthy the owner is. In chapter 2, the author stated all the theory from the side of marketing strategy and superstitious belief. The author decided wants to compare variables between superstitious belief and also marketing strategy.

The purpose of this study was to qualitatively investigate the reasoning behind superstitious behavior (SB), why individuals believed in the power of that behavior, and if there were any different opinions across four groups of people from different background: property buyers, developer, and architect and feng shui master. Open-ended questions were used to investigate frequency of responses as a determining factor of themes.

Snowball sampling was used to find participants. Participant for group of property buyers was screened prior to individuals who are Chinese and fulfill the requirement that is made by the author. This could easily identify whether or not the participants believe in feng shui when they decided to buy a house or property based on their experiences. The five participants who completed the study attended local public and private two and four year's universities. The participants were between 21-50 years of age, and all participants were at least having one experience in buying property to be shared in the interviews. Three (81%) of the participants reported their ethnicity as Chinese and two (18%) reported a mixed ethnicity.

The interview guide split into two parts that are questions with marketing strategy factors and superstitious belief factors in it. The author had construct ten questions to be use during the interview. The guide served as a tool to discuss whether people see the marketing strategy or still believe in superstition when buying a property. The interview guide included the following factors:

1. Product
2. Price
3. Promotion
4. Place (Location)
5. Tusuk sate location
6. Property that near to crematorium
7. Whether the property have a good qi in facing north, south, west or east
8. Ponds
9. Elevation of property to the road

Each interview was audio recorded and later transcribed verbatim by the researcher.

All transcriptions were read in the order that the interviews took place. Similar responses were categorized into a factor if at least four participants contributed to said factor. Emergent factor were identified after general factors

were found from the raw data. All factors were identified by title and then defined by the primary researcher. Proof of factor was represented through direct quotes from the raw data.

Below are short descriptions about the variables that is analyzed in chapter 4:

Marketing Strategy Variables

1. Product

While the product has different meanings to different people, a custom-made house carries a subjective message of its residents and presents a strong source of personal identity. In this study, the data obtained from the products discussed in this study are the properties of products which include interior and exterior of the house.

2. Price

Based on the statements of informants who were interviewed, the authors conclude that the buyer and seller have the same opinion in determining property prices that is rationalism.

3. Promotion

The source of information related to the product purchase can be internal (memory) or external (environment); in both cases, information can be acquired by coincidental find and/or intentional search. An interesting question to be

explored empirically is how consumer knowledge about available alternatives in the market and about product criteria is created.

4. Place (Location)

A property is a product not bound to any specific location. Hence, the location itself is not a consequence of the purchase, although it may notably influence the choice of criteria in the buying process.

Superstitious Belief Variables

1. Location Direction

Direction of the wind determines the location based on the direction of the life of the people who lives in the house.

2. Tusuk Sate Location

Tusuk Sate location is the location which is located at the crossroads or "T" to the home position right at the intersection. Tusuk Sate Location should be avoided because there will be many problems that arise in the family who occupy the house at that location. The house at this location is believed to bring bad luck and people who live in it will get sick easily.

3. Location Near The Cemetery And Crematorium

The location which is near to the cemetery and crematorium is not a good location to be occupied because of negative qi always surround this location. If people live in a location that is close to the cemetery or crematorium then they

will be believe to have health problems, economic hardship, and the growth of abnormal child. This is due in terms of feng shui, such location will believe to bring bad luck and the people who live in it will always feel fear, sorrow, and suffer.

4. The Arrangement Of The Environment – Fish Pond

If the author compares the views of feng shui with a view of the architecture of the spatial planning and the environment, it can be seen that the view of feng shui has some logic in spatial planning and the environment. That's why feng shui can be received with the basics that make sense. Indeed, there are several views of feng shui cannot be explained logically and is seen as the Chinese people's confidence. A fish pond is just one example of which is seen as the confidence of the Chinese community.

5. The Elevation Of The Property Location From The Road

Elevation refers to the location of the property road.

The study analyzed the purchase intention of property in Indonesia which the property contains superstitious belief. This study set out to understand how superstitious belief and marketing strategy affect people's purchase intention. The main finding of this study is that even though there is a marketing strategy offered for the customers, superstitious belief still wins over the marketing strategy, and this superstitious belief does influence the purchase intention. The author also analyzed that even though four different groups were being exposed with same treatment (same list of questions), their statements about purchase intention

towards housing and property with or without superstitious belief does not have a significant difference. Most of the respondent groups have similar idea in answering questions that contain marketing strategy variables. This phenomenon also applied to the questions of housing and property that contain superstitious belief. There is no significant difference seen between the four group's statements about purchase intention towards the housing and property. The author purposely chooses the survey field of respondents that have different background including the buyer, developer, architect and developer, and also feng shui expert about housing and property so that the result of the survey will be more reliable because the result of the survey comes from people who have roles in the intention to purchase a house or property. Most of the respondents of this research are male respondents who are married and are in the A class of socio-economic status based on Nielsen Indonesia.

Below are the details on how the analysis of the author interprets those research questions.

1. Does superstitious belief have the impact towards the purchase intention of housing and property?

- a. Most of the respondents said that the housing and property that located in tusuk sate and near to cemetery and crematorium is not a favorable choice for a living. From the statements from architect and developer, tusuk sate location is suitable for building that have commercial use such as shop so that it can be attractive for consumers. Developer also state that housing that is built in such locations are

difficult to sell. In conclusion, these two variables have an impact to purchase intention of housing and property.

b. North and south are best direction for housing and property as those directions are consider being the most suitable for logical thinking and also in feng shui.

Feng shui expert said that the best direction refers to the year of birth so different people will have different direction for fortune. This variable has impact in purchase intention of housing and property.

c. The arrangement of the surrounding, the fish pond variable, buyer said that fish pond has the purpose of refreshing. As for architect, the construction of a pond or pool, it should not be dead which means the circulation of the water should be flowing. Fish pond variable do not really have an impact in the purchase intention of housing and property.

d. Higher elevation from the road variable has an impact towards the purchase intention of housing and property based on the statements from all groups of respondents.

Overall, superstitious belief does have an impact towards the purchase intention of housing and property. However, the decision is not pure because the respondents are all believe in superstitious but they backup their answers with logic reasons.

2. Does marketing strategy have the impact towards the purchase intention of housing and property?

- a. The price of the housing and property is based on the condition of the housing and property itself. Minimalist design is the most popular nowadays in real estate industry. Price variable impact more than the product itself when deciding to purchase housing and property.
- b. From the buyer point of view, promotion variable means that the appearance of the housing or property in sale should be attractive. In the other hand, developer gives attractive bonuses fro the consumers. Promotion variable do not have a significant impact towards the purchase intention of housing and property.
- c. For the location of the housing and property itself, most of the respondents said that the location should near to public facilities. Buyer likes to purchase housing and property which is close to their relatives and friends. Accessibility makes this variable have an impact towards the purchase decision of housing and property.

Marketing strategy variable should be given more attention by the developer on how to have the best set of marketing strategy to attract consumers.

Based on the research conducted, there are considerations that property developers should know in order to sell houses to customers:

- Developers should give attention to feng shui in building housing or property. Developers can prevent to build housing or property which may contains bad feng shui with public facilities for the people who live in the housing complex, for example gym, garden, swimming pools, and others. This step will lower consumer's bad feeling about superstitious belief which contains bad meaning.

- Developers can offer the housing or property that contains superstitious belief to customers who do not believe such superstitious belief. However, this step needs more time to sell the housing or property with superstitious belief.

